



WXYZ

ORDER

Print Date 08/27/12

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Flight Dates **08/20/12-08/26/12**

Contract / Revision **308319 /**

Original Date / Revision
08/17/12 08/23/12

Advertiser **The People Should Decide C**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

DIBC - The People Should Decide

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **820826**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo | 100% | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | |
| UNKWN | 100% | |
| WADL | % | |
| WDIV | % | |
| WDWB | % | |
| WJBK | % | |
| WKBD | % | |
| WLPC | % | |
| WPXD | % | |
| WTVS | % | |
| WWJ | % | |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| August 2012 | 52 | \$33,745.00 | \$39,700.00 | 0.00 | 07/30/12 | 08/26/12 | 52 | \$33,745.00 | \$39,700.00 |
| Totals | 52 | \$33,745.00 | \$39,700.00 | 0.00 | | | | | |

| | | | | | | | | | | | | | <u>Totals</u> | |
|-------|------|-------------------|-----------------|---|-------------------|----------------|-------------|---------|---------------|----------|-----|----------|---------------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 1 | WXYZ | 08/20/12 | 08/23/12 | 12p Noon News 12p News | CM | 12-1p | 1111--- | :15/:15 | 4 | \$400.00 | P-4 | 0.00 BK | 4 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 08/20/12 | 08/26/12 | 1111--- | 4 | | \$400.00 | | 0.00 | | | | | |
| N 2 | WXYZ | 08/20/12 | 08/24/12 | M-F 4-5pm Dr. Oz | CM | 4-5pm M-F | 1111-- | :15/:15 | 5 | \$500.00 | P-4 | 0.00 BK | 5 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 08/20/12 | 08/26/12 | 1111-- | 5 | | \$500.00 | | 0.00 | | | | | |
| N 3 | WXYZ | 08/20/12 | 08/24/12 | 430 AM News 7 Action News This Morni | CM | 430a-5a | 111-1-- | :15/:15 | 4 | \$125.00 | P-4 | 0.00 BK | 4 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |



WXYZ

Print Date: 08/27/12

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Contract / Revision **308319** Flight Dates **08/20/12-08/26/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/23/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **DIBC - The People Should** Estimate # **820826**

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|---|-------|----------------|-------------------|---------|-------------|------------|---------------|----------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 3 | WXYZ | 08/20/12 | 08/24/12 | 430 AM News 7 Action News This Morni | CM | 430a-5a | 111-1-- | :15/:15 | 4 | \$125.00 | P-4 | 0.00 BK | 4 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | 111-1-- | | | 4 | | \$125.00 | | 0.00 | | | |
| N 4 | WXYZ | 08/20/12 | 08/24/12 | 5am News M-F 5am News M-F | CM | 5-6am M-F | 1-111-- | :15/:15 | 4 | \$350.00 | P-4 | 0.00 BK | 4 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | 1-111-- | | | 4 | | \$350.00 | | 0.00 | | | |
| N 5 | WXYZ | 08/20/12 | 08/24/12 | 6am News M-F Action News 6am | CM | 6-7am M-F | 1-1-1-- | :15/:15 | 3 | \$650.00 | P-4 | 0.00 BK | 3 | \$1,950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | 1-1-1-- | | | 3 | | \$650.00 | | 0.00 | | | |
| N 6 | WXYZ | 08/20/12 | 08/23/12 | GMA M-F 7-9am M-F 7-9am | CM | 7-9am M-F | 1111--- | :15/:15 | 4 | \$650.00 | P-4 | 0.00 BK | 4 | \$2,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | 1111--- | | | 4 | | \$650.00 | | 0.00 | | | |
| N 7 | WXYZ | 08/25/12 | 08/25/12 | Action News SAT 6am Action News SAT 6am | CM | SAT 6-7am | -----S- | :15/:15 | 1 | \$250.00 | P-4 | 0.00 BK | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S- | | | 1 | | \$250.00 | | 0.00 | | | |
| N 8 | WXYZ | 08/25/12 | 08/25/12 | GMA SAT 7-8am GMA SAT 7-8am | CM | SAT 7-8am | -----S- | :15/:15 | 1 | \$350.00 | P-4 | 0.00 BK | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S- | | | 1 | | \$350.00 | | 0.00 | | | |
| N 9 | WXYZ | 08/25/12 | 08/25/12 | Action News SAT 8am Action News SAT 8am | CM | SAT 8-9am | -----S- | :15/:15 | 1 | \$300.00 | P-4 | 0.00 BK | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S- | | | 1 | | \$300.00 | | 0.00 | | | |
| N 10 | WXYZ | 08/26/12 | 08/26/12 | GMA SUN 7-8am GMA SUN 7-8am | CM | SUN 7-8am | -----S | :15/:15 | 1 | \$300.00 | P-4 | 0.00 BK | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S | | | 1 | | \$300.00 | | 0.00 | | | |
| N 11 | WXYZ | 08/26/12 | 08/26/12 | Action News SUN 8am Action News SUN 8am | CM | Sun 8-930am | -----S | :15/:15 | 1 | \$250.00 | P-4 | 0.00 BK | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S | | | 1 | | \$250.00 | | 0.00 | | | |
| N 12 | WXYZ | 08/20/12 | 08/23/12 | 5p News 5-6pm M-F | CM | 5-6pm M-F | 1--1--- | :15/:15 | 2 | \$650.00 | P-4 | 0.00 BK | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | 1--1--- | | | 2 | | \$650.00 | | 0.00 | | | |
| N 13 | WXYZ | 08/21/12 | 08/22/12 | 6p News 6-630pm M-F | CM | 6-630pm M-F | -11---- | :15/:15 | 2 | \$900.00 | P-4 | 0.00 BK | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -11---- | | | 2 | | \$900.00 | | 0.00 | | | |
| N 14 | WXYZ | 08/21/12 | 08/24/12 | ABC'S Wrlld News Tngh M-F 630-7pm (6:28 PM-6:30 PM) | CM | 630-7pm M-F | -1--1-- | :15/:15 | 2 | \$1,000.00 | P-4 | 0.00 BK | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -1--1-- | | | 2 | | \$1,000.00 | | 0.00 | | | |
| N 15 | WXYZ | 08/25/12 | 08/25/12 | Early News Sa Sa 6-630p | CM | 6-630pm Sat | -----S- | :15/:15 | 1 | \$500.00 | P-4 | 0.00 BK | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |



WXYZ

Print Date: 08/27/12

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Contract / Revision **308319** Flight Dates **08/20/12-08/26/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/23/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **DIBC - The People Should** Estimate # **820826**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|--------|-------|-------------------|-----------------|--|-------|-------------------------|---------|---------|-------------------|-------------|-----|---------------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 15 | WXYZ | 08/25/12 | 08/25/12 | Early News Sa Sa 6-630p | CM | 6-630pm Sat | -----S- | :15/:15 | 1 | \$500.00 | P-4 | 0.00 | BK | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/20/12 | 08/26/12 | -----S- | | | | | 1 | \$500.00 | | 0.00 | | | |
| N 16 | WXYZ | 08/26/12 | 08/26/12 | Early News Su Su 6-630p | CM | 6-630pm Sun | -----S | :15/:15 | 1 | \$700.00 | P-4 | 0.00 | BK | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/20/12 | 08/26/12 | -----S | | | | | 1 | \$700.00 | | 0.00 | | | |
| N 17 | WXYZ | 08/20/12 | 08/23/12 | M-F 1205a-105a Jimmy Kimmel Live | CM | 1205am-105am M-1--1--- | 1--1--- | :15/:15 | 2 | \$200.00 | P-4 | 0.00 | BK | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/20/12 | 08/26/12 | 1--1--- | | | | | 2 | \$200.00 | | 0.00 | | | |
| N 18 | WXYZ | 08/26/12 | 08/26/12 | Sports Update 1130-12n SU 1130p-12a | CM | 1130pm-12am | -----S | :15/:15 | 1 | \$500.00 | P-3 | 0.00 | BK | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/20/12 | 08/26/12 | -----S | | | | | 1 | \$500.00 | | 0.00 | | | |
| N 19 | WXYZ | 08/21/12 | 08/23/12 | Late News M-F 11pm Actn News M-F | CM | Late News M-F | -111--- | :15/:15 | 3 | \$1,400.00 | P-4 | 0.00 | BK | 3 | \$4,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/20/12 | 08/26/12 | -111--- | | | | | 3 | \$1,400.00 | | 0.00 | | | |
| N 20 | WXYZ | 08/21/12 | 08/24/12 | M-F 1135p-1205a Nightline | CM | 1135pm-1205am M--1111-- | -1111-- | :15/:15 | 4 | \$700.00 | P-4 | 0.00 | BK | 4 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/20/12 | 08/26/12 | -1111-- | | | | | 4 | \$700.00 | | 0.00 | | | |
| N 21 | WXYZ | 08/21/12 | 08/21/12 | Tuesday Prime C Tuesday Prime C | CM | 10-11pm Tuesday | -T----- | :15/:15 | 1 | \$2,000.00 | P-4 | 0.00 | BK | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/20/12 | 08/26/12 | -T----- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| N 22 | WXYZ | 08/23/12 | 08/23/12 | Thursday Prime C Thursday Prime C | CM | 10-11pm Thursday | ---T--- | :15/:15 | 1 | \$2,000.00 | P-4 | 0.00 | BK | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/20/12 | 08/26/12 | ---T--- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| N 23 | WXYZ | 08/25/12 | 08/25/12 | Lions Pre-Season Footba Lions Pre-Season Footba | CM | 7-11pm | -----S- | :15/:15 | 1 | \$7,500.00 | P-3 | 0.00 | BK | 1 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/20/12 | 08/26/12 | -----S- | | | | | 1 | \$7,500.00 | | 0.00 | | | |
| N 24 | WXYZ | 08/26/12 | 08/26/12 | This Week SUN 10am This Week SUN 10am | CM | Sun 10-11am | -----S | :15/:15 | 1 | \$2,000.00 | P-4 | 0.00 | BK | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/20/12 | 08/26/12 | -----S | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| N 25 | WXYZ | 08/26/12 | 08/26/12 | Lions Football Encore Lions Football Encore | CM | 11a-3p | -----S | :15/:15 | 1 | \$0.00 | P-3 | 0.00 | BK | 1 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/20/12 | 08/26/12 | -----S | | | | | 1 | \$0.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 52 | \$39,700.00 |